

# Jefferyi Magtubo

jefferyi.magtubo@gmail.com ♦ (832) 867-6875 ♦ Los Angeles, CA 91344

<https://jefferyismarketingsite.netlify.app/>  
<https://www.linkedin.com/in/jefferyi-magtubo-6092111b8/>

## EXPERIENCE

---

### Focumon

January 2024 – Present

Marketing Coordinator

Remote

- A productivity app inspired by the Pokémon franchise where users can collect 100+ monsters as they stay focused. My marketing efforts increased the user base from 3,500 to 30,000+ users.
- Executed targeted paid advertising campaigns on Instagram and Facebook.
- Designed and executed targeted email marketing campaigns using a CRM to engage audiences and drive customer acquisition, identify trends and opportunities for personalized outreach, automate workflow, and improve team efficiency.
- Facilitated website updates using a CMS to keep users updated with changes as well as improve user interaction with the website. Increasing click-through rate by 25%.
- Collaborated with influencers to enhance brand awareness and attract new customers.
- Leveraged analytics, A/B testing, and data to inform marketing efforts.
- Managed the online community, regularly engaged with users, and responded to questions and inquiries.
- Developed and executed 4 marketing campaigns and engaging content for social media, email, and advertising.
- Conducted market research on existing player bases to identify target audiences and growth opportunities.
- Managed social media presence by creating 35+ engaging posts/reels for Instagram.

## EDUCATION

---

### University of Houston

August 2019 – December 2023

BS, Media Production

Houston, TX

- Jack J. Valenti School of Communication. 3.9 GPA. Received the Academic Excellence Scholarship.
- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.
- University of Houston Pre-Optometry Society - Officer/Webmaster
  - Collaborated with 8 other officers to plan and manage events, ensuring their successful execution.
  - Provided assistance and guidance to over 200 members, fostering engagement and support within the organization.
- Psi Chi and Psychology Club (University of Houston Chapter) - Historian Chair
  - Managed social media profiles (Facebook and Instagram) for events, enhancing engagement rates.
  - Created 20 visually appealing posts using Canva, resulting in increased user interaction.

## CERTIFICATIONS

---

### Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Content marketing
- SEO fundamentals
- Video Marketing
- Keyword research
- Email Marketing

## SKILLS

---

- Adobe Software (Premiere, Photoshop)
- Digital marketing (Content, Blog, Video Creation, Social Media, SEO)
- Web Development (WordPress, HTML, CSS, JavaScript)